Note for Neidle, Bruce

From: Neidle, Bruce
Date: Thu, Dec 7, 1995 11:40 AM
Subject: FW: Promo UPC Codes
To: Levy, Carolyn
Cc: Gawronski, Edward; Whalen, Roy

Carolyn,

You may find the note below from Susan Spindel informative to better understand some of the challenges associated with promotional UPC's. I am strongly advocating the position that promo codes should be specific to type of promotion (i.e. incentives versus free product) to ensure the correct unit equivilization.

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